



Amazon Channel Forecasting for CPG

Increase Your Forecast Accuracy with Amazon's Data

Improve your sales and placements with accurate forecasts for the largest CPG e-commerce channel.

Amazon accounts for 39% of all CPG e-commerce revenue, nearly 7x more than Walmart.¹ But as an e-commerce retailer, Amazon has different data elements than brick & mortar retailers, which poses a challenge for traditional forecasting methods.

Antuit's Amazon Channel Forecasting improves forecasting accuracy by incorporating Amazon's unique data elements, including lost buy box, ASIN ranking, glance views, replenishable out of stock, and customer reviews. By combining these with competitor price matching and promotion behavior, the solution delivers a highly accurate forecast that accelerates your performance on Amazon.

Case Study - Mastering Amazon for a Consumer Electronics Brand

The Problem - A multinational consumer electronics (CE) brand regards Amazon as a critical channel, yet forecasting for it was complicated. Amazon's business practices exacerbated the problem. Despite having large warehouses, Amazon doesn't carry large inventory volumes. Consequently, they submit purchase orders as frequently as twice a week. Due to all of this, the CE brand was only achieving 25% forecast accuracy on average. This low accuracy was leading to lost sales and lower placement on Amazon.

The Result - Amazon shares a wealth of valuable information with their suppliers, but it is only useful if you know how to translate that into meaningful information. Understanding this, the company chose Antuit to address its forecasting challenges. After a swift implementation, Antuit's solution more than doubled the consumer electronics' forecast accuracy, exceeding the expectations of the CE company.

Results

2X Improvement in
forecast accuracy

**3000
BPS** Gain in forecast
accuracy

Features

- **Amazon Data Incorporation** — Forecasting models and algorithms seamlessly incorporate Amazon-specific data to drive accuracy improvements.
- **Two-Stage ML Forecasting Models** — Multi-stage model that analyses hundreds of data points to first predict the consumer demand and then prescribe the PO quantity to fulfill the demand.
- **Ensemble of Decision Trees** — Unique machine learning model that consists of hundreds of decision trees that learn how to predict Amazon sales and PO quantity.
- **Dynamic Data Aggregation** — Automatically determines the right aggregation hierarchy levels to create the most accurate forecast for every item.

“

Amazon is harder than other accounts to predict. Antuit's forecasts give us an unbiased, data-driven view that we never had before.”

Analytics Executive,
Consumer Goods
Company

Why antuit.ai

We listen to your challenges and then assemble the right team to deliver your solution that addresses your pain points. We work as your partner during the entire process, from solution diagnostics to deployment to adapting the solution for changes in consumer preferences.

We are focused on delivering significant, financial results for our clients, often starting within three to four months of our first engagement, enabling them to receive a faster return on their investment.

To learn more, please contact Antuit at info@antuit.ai

Additional Solutions Available from antuit.ai

- [Demand Forecasting and Planning](#)
- [Supply Chain Analytics](#)
- [Revenue Growth Management](#)

About antuit.ai

We are the leader in AI-powered cloud solutions for Merchandising and Planning. We have the industry's first solution portfolio – powered by Artificial Intelligence and Machine Learning – that can help you digitally transform your Pricing, Promotions, Assortment, Forecasting and Personalization solutions.

Antuit's executives, comprised of industry leaders from Accenture, McKinsey, IBM, and SAS, and our team of Ph.Ds., data scientists, technologists, and domain experts, are passionate about delivering real value to our clients.

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Learn More at www.antuit.ai



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